WHAT IS CLAIMED IS:

1. A display comprising:

a light source; and

an applied voltage control part controlling a voltage applied to a display pixel in response to an ON- or OFF-state of said light source, wherein

said applied voltage control part includes a control circuit detecting said ON- or OFF-state of said light source and outputting either at least either white reference voltage data or black reference voltage data corresponding to said ON-state of said light source or at least either white reference voltage data or black reference voltage data corresponding to said OFF-state of said light source on the basis of said ON- or OFF-state of said light source.

2. The display according to claim 1, wherein

said control circuit includes:

a memory storing at least either said white reference voltage data or said black reference voltage corresponding to said ON-state of said light source and at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source, and

a selection circuit detecting said ON- or OFF-state of said light source and selecting either at least either said white reference voltage data or said black reference voltage corresponding to said ON-state of said light source or at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source on the basis of said ON- or OFF-state of said light source.

3. The display according to claim 1, wherein

said white reference voltage data and said black reference voltage data are digital data,

said display further comprising a reference voltage digital-to-analog conversion circuit converting at least either said white reference voltage data or said black reference voltage corresponding to said ON-state of said light source and at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source from digital signals to analog signals.

4. The display according to claim 1, wherein

video data supplied to said display is digital data,

said display further comprising a video data digital-to-analog conversion circuit converting said video data

from a digital signal to an analog signal on the basis of either at least either said white reference voltage data or said black reference voltage data corresponding to said ON-state of said light source or at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source.

5. The display according to claim 4, wherein said video data digital-to-analog conversion circuit converts said video data from said digital signal to said analog signal on the basis of both of said white reference voltage data and said black reference voltage data.

6. The display according to claim 1, wherein video data supplied to said display is digital data, said display further comprising a video data digital-to-analog conversion circuit converting said video data from a digital signal to an analog signal before correcting said video data on the basis of either at least either said white reference voltage data or said black reference voltage corresponding to said ON-state of said light source or at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source.

7. The display according to claim 6, wherein

said video data digital-to-analog conversion circuit converts said video data from said digital signal to said analog signal on the basis of both of said white reference voltage data and said black reference voltage data.

8. The display according to claim 1, further comprising a transmission region and a reflection region,

for displaying with at least said transmission region when said light source is in said ON-state while displaying with said reflection region when said light source is in said OFF-state, and

applying a transmission voltage to said display pixel with said applied voltage control part when said light source is in said ON-state while applying a reflection voltage to said display pixel with said applied voltage control part when said light source is in said OFF-state.

9. The display according to claim 1, wherein

said applied voltage control part controls said voltage applied to said display pixel in response to said ON- or OFF-state of said light source so that brightness-gradation characteristics in said ON-state of said light source and brightness-gradation characteristics in said

OFF-state of said light source are substantially identical to each other.

10. A display comprising:

a light source; and

an applied voltage control part controlling a voltage applied to a display pixel in response to an ON- or OFF-state of said light source, wherein

said applied voltage control part includes:

a memory storing at least either white reference voltage data or black reference voltage data corresponding to said ON-state of said light source and at least either white reference voltage data or black reference voltage data corresponding to said OFF-state of said light source, and

a selection circuit detecting said ON- or OFF-state of said light source and selecting at least either at least either said white reference voltage data or said black reference voltage data corresponding to said ON-state of said light source or at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source on the basis of said ON- or OFF-state of said light source.

11. The display according to claim 10, wherein

said white reference voltage data and said black reference voltage data are digital data,

said display further comprising a reference voltage digital-to-analog conversion circuit converting at least either said white reference voltage digital data or said black reference voltage digital data corresponding to said ON-state of said light source and at least either said white reference voltage digital data or said black reference voltage digital data corresponding to said OFF-state of said light source from digital signals to analog signals.

12. The display according to claim 10, wherein

video data supplied to said display is digital data,

said display further comprising a video data digital-to-analog conversion circuit converting said video data from a digital signal to an analog signal on the basis of either at least either said white reference voltage data or said black reference voltage corresponding to said ON-state of said light source or at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source.

13. The display according to claim 12, wherein

said video data digital-to-analog conversion circuit

converts said video data from said digital signal to said analog signal on the basis of both of said white reference voltage data and said black reference voltage data.

14. The display according to claim 10, wherein video data supplied to said display is digital data, said display further comprising a video data digital-to-analog conversion circuit converting said video data from a digital signal to an analog signal before correcting said video data on the basis of either at least either said white reference voltage data or said black reference voltage corresponding to said ON-state of said light source or at least either said white reference voltage data or said black reference voltage data corresponding to said OFF-state of said light source.

15. The display according to claim 14, wherein said video data digital-to-analog conversion circuit converts said video data from said digital signal to said analog signal on the basis of both of said white reference voltage data and said black reference voltage data.

16. The display according to claim 10, further comprising a transmission region and a reflection region, for displaying with at least said transmission region

when said light source is in said ON-state while displaying with said reflection region when said light source is in said OFF-state, and

applying a transmission voltage to said display pixel with said applied voltage control part when said light source is in said ON-state while applying a reflection voltage to said display pixel with said applied voltage control part when said light source is in said OFF-state.

17. The display according to claim 10, wherein

said applied voltage control part controls said voltage applied to said display pixel in response to said ON- or OFF-state of said light source so that brightness-gradation characteristics in said ON-state of said light source and brightness-gradation characteristics in said OFF-state of said light source are substantially identical to each other.

18. A display comprising:

a light source; and

an applied voltage control part controlling a voltage applied to a display pixel in response to an ON- or OFF-state of said light source, wherein

said applied voltage control circuit includes a gamma correction circuit detecting said ON- or OFF-state of said

light source and gamma-correcting video data on the basis of either gamma correction data corresponding to said ON-state of said light source or gamma correction data corresponding to said OFF-state of said light source.

19. The display according to claim 18, wherein said gamma correction circuit includes:

a storage part storing said gamma correction data corresponding to said ON-state of said light source and said gamma correction data corresponding to said OFF-state of said light source,

a selection circuit detecting said ON- or OFF-state of said light source and selecting either said gamma correction data corresponding to said ON-state of said light source or said gamma correction data corresponding to said OFF-state of said light source on the basis of said ON- or OFF-state of said light source, and

a data processing circuit gamma-correcting said video data on the basis of either said gamma correction data corresponding to said ON-state of said light source or said gamma correction data corresponding to said OFF-state of said light source.

20. The display according to claim 18, wherein said gamma correction data are digital data,

said display further comprising a digital-to-analog conversion circuit converting said video data gamma-corrected with said gamma correction digital data from a digital signal to an analog signal.

21. The display according to claim 18, further comprising a transmission region and a reflection region,

for displaying with at least said transmission region when said light source is in said ON-state while displaying with said reflection region when said light source is in said OFF-state, and

applying a transmission voltage to said display pixel with said applied voltage control part when said light source is in said ON-state while applying a reflection voltage to said display pixel with said applied voltage control part when said light source is in said OFF-state.

22. The display according to claim 18, wherein

said applied voltage control part controls said voltage applied to said display pixel in response to said ON- or OFF-state of said light source so that brightness-gradation characteristics in said ON-state of said light source and brightness-gradation characteristics in said OFF-state of said light source are substantially identical to each other.

23. A method of controlling a display, comprising steps of:

detecting an ON- or OFF-state of a light source having different bright-gradation characteristics; and

controlling a voltage applied to a display pixel in response to said ON- or OFF-state of said light source.

24. The method of controlling a display according to claim 23, wherein

said step of controlling said voltage applied to said display pixel includes a step of controlling said voltage applied to said display pixel in response to said ON- or OFF-state of said light source so that brightness-gradation characteristics in said ON-state of said light source and brightness-gradation characteristics in said OFF-state of said light source are substantially identical to each other.